

MEDIA COVERAGE REPORT



NURTURING
GREATNESS



Monthly Results: March 2024

WEBSITE ANALYTICS

Website Pageviews 115,000

Prev. Period 87,000

MEDIA OVERVIEW

20

Online + Print

1

TV

163,814,654

Total Audience Reach

TOP MEDIA HIGHLIGHTS

NBC6 - South Florida Live

The Children's Trust Associate Director of Community Engagement Danielle Barreras talks about The Book Club relaunch bringing exciting expansion in its services aimed at promoting early literacy and ensuring all children in the county are kindergarten-ready.

Date: March 4, 2024

Type of Publication: TV

[Click here to view](#)



Miami Herald

Juliette Fabien, Chief Programs Officer at The Children's Trust, highlights an abundance of resources available for families navigating parenthood.

Date: March 7, 2024

Type of Publication: Online + Print

[Click here to view](#)

Syndicated story on [Yahoo News](#)



MEDIA COVERAGE REPORT

Monthly Results: March 2024



Community Newspapers

The Children's Trust President & CEO James R. Haj shares his vision and strategies for community impact.

Date: March 12, 2024

Type of Publication: Online

[Click here to view](#)

[Complete photo gallery here](#)



El Nuevo Herald

The U.S. Soccer Foundation and The Children's Trust partnership is highlighted in this feature about the latest soccer mini-pitch opening event at Bright Park in the City of Hialeah.

Date: March 21, 2024

Type of Publication: Online + print

[Click here to view](#)

Syndicated story on [Yahoo Noticias](#)



Diario Las Americas (Spanish)

This article includes a gallery detailing the soccer mini-pitch opening in Hialeah. The Children's Trust President & CEO James R. Haj, along with Hialeah Mayor Esteban Bovo and others, spoke at the event.

Date: March 21, 2024

Type of Publication: Online

[Click here to view](#)

Syndicated story on [California 18 News](#) and [Es De Latino News](#)



Miami Herald

The article highlights Champions for Children honoree Ruban Roberts, who received the Excellence in Advocacy Award on April 11, recognizing him for the



MEDIA COVERAGE REPORT



Monthly Results: March 2024

work he's done with children and families over the years.

Date: March 22, 2024

Type of Publication: Online

[Click here to view](#)

Syndicated story on [Yahoo News](#) and [AOL](#)

OTHER MEDIA MENTIONS

This article features The Children's Trust Book Club reopening of registration and expansion of services in the program for Miami-Dade County families and their children from birth to their fifth birthday. [Published on Community Newspapers.](#)

This story highlights a previous grant The Children's Trust awarded to FIU's Center for Women's and Gender Studies aimed at combating racial bias in maternal health. [Published on Community Newspapers.](#)

The Children's Trust is mentioned as a sponsor of the South Florida Youth Symphony's recent indoor/outdoor concert at Fairchild Tropical Botanic Garden. [Published in print and online on Community Newspapers](#)

The Children's Trust is mentioned as a sponsor of the Miami-Dade County Department of Cultural Affairs grants, which supports cultural excellence, diversity, access and participation. [Published on Community Newspapers.](#)

MEDIA COVERAGE REPORT



Monthly Results: March 2024

SOCIAL MEDIA OVERVIEW



56K

Prev. Period Followers

56K

Current Followers

633,554

Total Impressions

FACEBOOK TOP PERFORMING POSTS

Post Title	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Happy International Women's Day! Today, we celebrate and recognize the accomplishments, achievements and...	246	35	6	1	—	204
The Summer Youth Internship Program (SYIP) is back for its 9th year! Surveys show that students who participate in internship...	218	47	2	5	1	163
In honor of Black History Month, The Children's Trust staff visited The Black Archives Historic Lyric Theater yesterday a...	106	25	2	1	—	78
The @miamiherald held their 84th Spelling Bee yesterday, sponsored in part by The Children's Trust. Students from first to...	85	16	4	1	2	62
Today, The Children's Trust board members were presented with six resolutions for approval in the Health and Wellness...	75	19	4	0	—	52

MEDIA COVERAGE REPORT



Monthly Results: March 2024



4,666

Prev. Period Followers

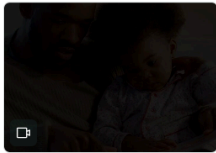




4,667

Current Followers

2,839

Total Impressions

TWITTER TOP PERFORMING POSTS

Post Content	Total Engagements
<p>@childrenstrust Wed 3/13/2024 2:44 pm EDT</p> <p>Say hello to Pierre the Parrot! 🦜 He wanted to share some great news and let you know that The Children's Trust Book Club...</p> 	<p>29</p> <ul style="list-style-type: none"> Likes: 7 @Replies: 0 Retweets: 5 Post Link Clicks: — Other Post Clicks: 17 Other Engagements: 0
<p>@childrenstrust Thu 3/21/2024 6:23 pm EDT</p> <p>Golazo! It was an exciting day in the @cityofhialeah as a new mini-soccer pitch opened at Bright Park. @MayorBoyo and...</p> 	<p>24</p> <ul style="list-style-type: none"> Likes: 8 @Replies: 0 Retweets: 2 Post Link Clicks: — Other Post Clicks: 14 Other Engagements: 0
<p>@childrenstrust Fri 3/1/2024 2:56 pm EST</p> <p>We are excited to announce this year's Champions for Children honorees! Congratulations to these programs and...</p> 	<p>21</p> <ul style="list-style-type: none"> Likes: 3 @Replies: 1 Retweets: 2 Post Link Clicks: — Other Post Clicks: 15 Other Engagements: 0
<p>@childrenstrust Tue 3/5/2024 10:27 am EST</p> <p>Book Club is back! The Children's Trust's Associate Director of Community Engagement, Danielle Barreras, joined...</p> 	<p>18</p> <ul style="list-style-type: none"> Likes: 4 @Replies: 0 Retweets: 2 Post Link Clicks: — Other Post Clicks: 12 Other Engagements: 0
<p>@childrenstrust Thu 3/21/2024 4:17 pm EDT</p> <p>The Summer Youth Internship Program (SVIP) is back for its 9th year! Surveys show that students who participate in internship...</p> 	<p>17</p> <ul style="list-style-type: none"> Likes: 6 @Replies: 0 Retweets: 2 Post Link Clicks: — Other Post Clicks: 9 Other Engagements: 0

MEDIA COVERAGE REPORT



Monthly Results: March 2024



16K
Prev. Period Followers

16K
Current Followers

158,261
Total Impressions

INSTAGRAM TOP PERFORMING POSTS

Post Content	Total Engagements	Likes	Comments	Saves
<p>Inviting all families, especially those with children from birth to 5, to find an interactive READY, Set, Go Miami! worksho...</p>	158	134	5	19
<p>Join READY, Set Go Miami! and The Children's Trust Book Club at the Miami Children's Museum for a FREE family fun...</p>	127	70	5	46
<p>Book Club is back! The Children's Trust's Associate Director of Community Engagement, @dnbarreras, joined...</p>	79	71	3	2
<p>The Children's Trust Youth Advisory Committee was honored as part of the @10dotc ConnectionAwards. Hundreds of...</p>	77	72	1	4
<p>Happy International Women's Day! Today, we celebrate and recognize the accomplishments, achievements and...</p>	76	71	4	1

MEDIA COVERAGE REPORT



Monthly Results: March 2024



6.6K
Prev. Period Followers

6.9K
Current Followers

18,385
Total Impressions

LINKEDIN TOP PERFORMING POSTS

Post Content	Total Engagements
<p>The Children's Trust of Miami Fri 3/8/2024 3:33 am EST</p> <p>Happy International Women's Day! Today, we celebrate and recognize the accomplishments, achievements and...</p>	<p>509</p> <ul style="list-style-type: none"> Reactions: 54 Comments: 1 Shares: 4 Post Clicks (All): 450
<p>The Children's Trust of Miami Thu 3/21/2024 11:47 am EDT</p> <p>The Summer Youth Internship Program (SYIP) is back for its 9th year! Surveys show that students who participate in internship...</p>	<p>297</p> <ul style="list-style-type: none"> Reactions: 38 Comments: 0 Shares: 1 Post Clicks (All): 258
<p>The Children's Trust of Miami Mon 3/18/2024 5:39 am EDT</p> <p>Today, The Children's Trust board members were presented with six resolutions for approval in the Health and Wellness...</p>	<p>268</p> <ul style="list-style-type: none"> Reactions: 28 Comments: 0 Shares: 1 Post Clicks (All): 239
<p>The Children's Trust of Miami Fri 3/1/2024 10:50 am EST</p> <p>In honor of Black History Month, The Children's Trust staff visited The Black Archives History & Research Foundation of...</p>	<p>239</p> <ul style="list-style-type: none"> Reactions: 37 Comments: 0 Shares: 3 Post Clicks (All): 199
<p>The Children's Trust of Miami Fri 3/1/2024 2:08 am EST</p> <p>We are excited to announce this year's Champions for Children honorees! Congratulations to these programs and...</p>	<p>226</p> <ul style="list-style-type: none"> Reactions: 23 Comments: 3 Shares: 1 Post Clicks (All): 199